

Revitalizing Nutrition Education in the Connecticut WIC Program: Project ReNEW

FNS National Nutrition Education Conference 2 September 14, 2005

Introduction and Background

Need for Project

- Qualitative assessment findings
- Changes in health and social services environment
- Community health and nutrition issues
- High "child attrition rate"

Qualitative assessment results: Local WIC staff

Things staff like most about WIC:

- Seeing positive results
- Helping others in need
- Variety and fast pace of work

Qualitative assessment results: Local WIC staff

What WIC staff like least:

- Certification process
- Dealing with difficult clients
- Too little time with clients

Qualitative assessment results: Local WIC staff

Recommendations for improvement:

- More and better training
- Train all staff on basic nutrition issues
- Improved communications and language issues

Qualitative assessment results: Participants

Things they most appreciated:

- Money saved
- Information and education services
- Friendly respectful staff

Qualitative assessment results: Participants

Things clients want changed at WIC:

- Specific food selections and amounts
- Attitude problems with stores and staff
- Limited hours of operation

Changes in Health and Social Services Environment

- Medicaid Managed Care
- Welfare reform
- Increasing diversity of population

Community Health and Nutrition Issues

- Unresponsive iron deficiency among non-anemic children in Hartford
- Increasing number of children who are overweight or at risk for overweight
- Low breastfeeding duration rates

High "child attrition rate"

Only 50% of the Connecticut WIC birth cohort participates in the program after age 1

Project Goals

- To improve WIC staff nutrition competencies
- To improve the quality of interaction between WIC staff, WIC participants and the community
- To sustain the enhanced quality of nutrition services provided by the CT WIC Program

Overview

- Staff education: core and elective
- Update and standardize nutrition education materials
- Expand local agency performance and nutrition care guidelines
- Produce customer service curriculum in interactive CD-ROM format
- Evaluation

Key Project Partners

- Local WIC Programs
- UConn School of Medicine: CT Area Health Education Center (AHEC) Program
- UConn Department of Nutritional Sciences: Family Nutrition and EFNEP Programs
- Hispanic Health Council, Inc.
- CT Food Stamp Nutrition Education
- CT Team Nutrition UConn and State Department of Education

Project Consultants

- Project Coordinator: Rosa Mo, EdD, RD, CD/N
- Cultural Competence: Grace Damio, MS, CD/N
 Hispanic Health Council, Inc.
- Evaluation: Jeffrey Backstrand, PhD (UMDNJ) and Sarah McGraw, PhD
- Customer Service and CD-ROM: Learning Dynamics
- Experiential Learning: Ann Ferris, PhD, RD; Michelle Pierce, PhD, RD, and Meredith Poehlitz, MS, RD, (UConn Department of Nutritional Sciences)
- Counseling Skills: Jean Anliker, PhD, RD, LDN (UMass)
- Breastfeeding: Grace Damio and Aleja Rosario, IBCLC
- Advanced BF: Suzanne Campbell, PhD, APRN, IBCLC
- Educational Materials: Linda Drake, MS (UConn-DNS) and Vertex Marketing
- The Feeding Relationship: Pamela Estes, MS, RD, CD (Ellyn Satter Associates)

Staff Development Sessions

CORE

- Customer Service
- Cultural Competence
- Breastfeeding

ELECTIVE

- Bright Futures Conf.
- Preschool Nutrition Conference
- Counseling
- Experiential Learning
- Team Building
- Bringing out the Best in Others
- Leadership Development
- The Feeding Relationship

Staff Development Sessions

- Modules include leader's guides and participant workbooks
- Case scenarios were developed with input from local staff
- Exercises were designed to build skills

Core Curriculum

- Customer Service
 - Challenging situations are common and require sophisticated customer service skills:
 - Effective communication
 - Conflict resolution
 - Team building



Core Curriculum

- Cultural Competence
 - Globalization will continue to increase the diversity of WIC participants
 - Local agencies need to continue to adopt programming approaches that are:
 - Culturally sensitive and relevant
 - Client-centered





Core Curriculum

Breastfeeding

- CDC: Breastfeeding is one of 4 key cornerstones to prevention of chronic disease
- WIC staff must be knowledgeable, comfortable and equipped to promote and support BF

Elective Curriculum

- Bright Futures Conference
- Preschool Nutrition Conference
- Counseling Skills Workshops
- Experiential Learning
- Team Building
- Bringing out the Best in Others
- Leadership Development Center
- The Feeding Relationship



Learning Goals

- Facilitated Group Discussion
 - to become more familiar with the process of running a facilitated discussion group
- Celebrating Cultures
 - to appreciate the nuances of ethnically diverse foodways
- Internet Use
 - to find and critically evaluate nutrition information and education materials on the internet





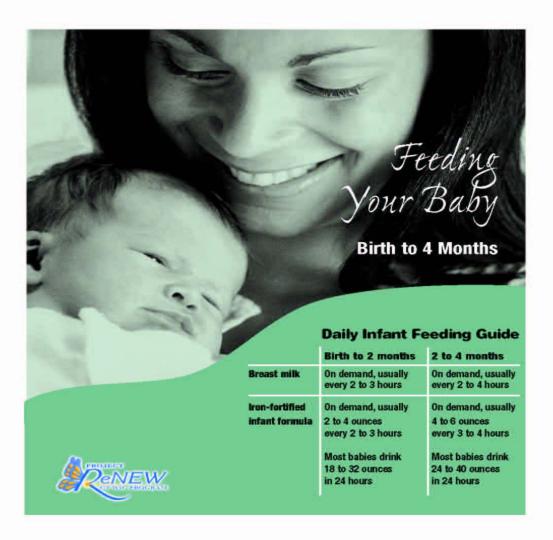






Other Project Components

- Update and standardize nutrition education materials
- Expand local agency performance and nutrition care guidelines
- Produce core curriculum in interactive
 CD-ROM format
- Evaluation



Rationale for the development of CD-ROM

- Need to sustain the effort
- Current staff needs to review the skills learned during the educational sessions
- Recently hired staff need customer service skills
- Repeated stand-up training is costprohibitive – in time & money
- Cost-effective solution

Rationale for the development of CD-ROM

- CD-ROM helps meet the different adult learning styles.
 - Actively engages the learner
 - Self-paced and self directed
 - Problem centered solving of realistic scenarios developed by local staff
 - Learning by experience
 - Application to practical situations

WIC CD Program Architecture Splash Screen @ Boot-up Main Menu **Assessing Your** Exit Screen Own Interpersonal (w/Certificate Skills (pdf file) print-out) Client Service at WIC: **Examining Our** Service Recovery: Working as a Team: Using the Telephone Challenges Behaviors When Things Go Wrong Co-Workers as Effectively & Opportunities as Service **Internal Customers** Providers L.E.A.F.: Client Service Basics: Effective & A Strategy **Ineffective Behaviors** for Service Recovery Beyond Do's & Don't's: Dealing with the Angry **Exceptional Service** or Chronically Difficult Client The Anger Pyramid Value-Added Service Components of Behavior: Problem Verbal Resolution Components pf Behavior: Non-Verbal



